

10 Rules That Will Make You Famous



#1 Be Different



Not enough to provide marketing your services in a way the BHC down the road would.

Reporters – and people – always seek the next best thing, or the thing with great promise – WaPost article and Family Services, Inc.

Consumers want to know what their getting and why it's the best

#2 Know Your Competitive Advantage



What uniquely position you as the best in the community and among your target population? Again, you've got it in the bag — integration!

What are your strength (e.g., provide primary care to all clients; ability to prescribe opiate medications; pharmacy)

What are you opportunities? The ability to provide your community with a new healthcare model and unique service.

#3: Get Stakeholders Onboard



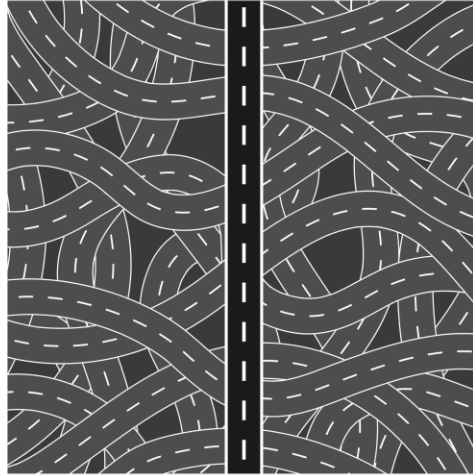
Leaders:

Staff:

Clients:

#4 Plan

"Failing to plan is planning for failure."



WWWWH

Where do you want to go – What's your desired destination?

Who do you want to reach?

Why is it important to promote your program?

What are you going to do?

How are we going to do it? (Segue to 'Goals')

#5 Set Your Goals



Strategies = Ways to achieve

Ideas or approaches developed to achieve goals

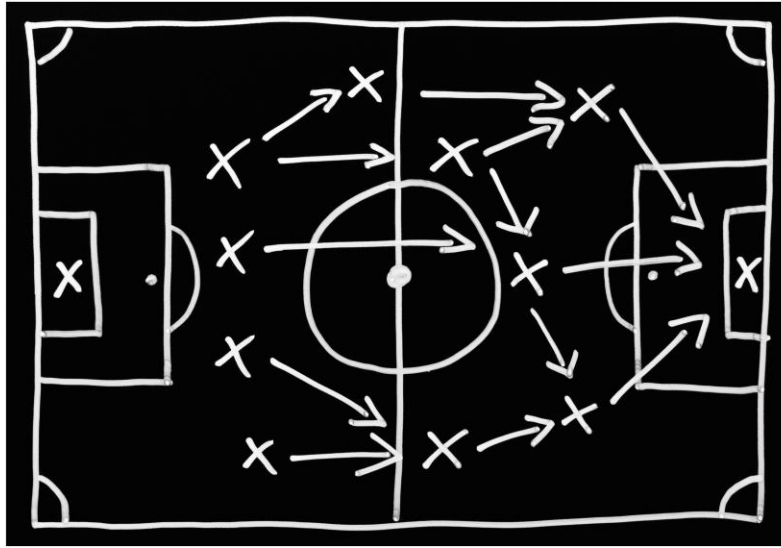
#6 Name Your Strategies



Strategies = Ways to achieve

IDEAS OR APPROACHES DEVELOPED TO ACHIEVE GOALS

#7 Layout Your Tactics



Tactics = Action items

Specific action details and activities that must occur for a strategy to succeed

Promotions – “Call for a free tour; free blood pressure reading

Advertising

Word of mouth

Electronic and print media (newsletters)

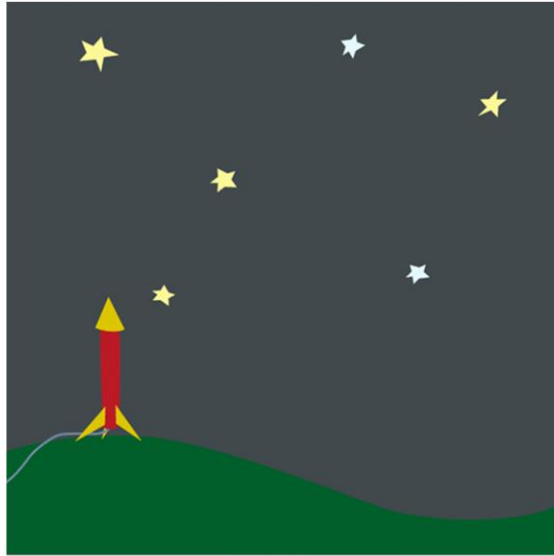
Earned media

Social media

Digital media

Events (e.g., health fairs, open house)

#8 Implement Your Plan



Do it!

#9 Measure



When planning and developing your goals, plan to measure achievement of your goals — if you can't measure it, you can't manage it.

Establish a concrete criteria for measuring progress towards the attainment of each goal you set.

Assess the performance and shortcomings, if any

Was there an increase in clients?

Increase in profit margins?

Response to advertisements, earned media, events?

Changes in public policies or state regulations?

Expansion of the program, etc.

#10 Show Off



Enjoy your success
Share it with stakeholders
Start again on Rule #1